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APR 09 2007

### AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1-121 (Cancelled)

122. (New) An apparatus comprising:

a smart card having a microprocessor and a storage medium;

a template database stored on the storage medium, the template database including a plurality of templates, the plurality of templates including:

a first user preference template that corresponds to, and is compatible with, a television, the first user preference template including television preferences associated with the television, wherein the television preferences include a first preference for what television media is to be presented and a second preference for how the television media is to be presented;

a second user preference template that corresponds to, and is compatible with, a computer having a web browser, the second user preference template including web browsing preferences; and

a user history template that includes dynamically updated usage history associated with television media viewed by a user, wherein a higher priority is given to the television preferences in the first user preference template than to the dynamically updated usage history in the user history template; and

an analyzer to analyze usage data and generate the usage history that is used to dynamically update the user history template.

123. (New) The apparatus of claim 122, further comprising credit card information stored on the storage medium.

124. (New) The apparatus of claim 122, further comprising entertainment media content stored on the storage medium.

125. (New) The apparatus of claim 122, wherein the storage medium comprises a flash memory.

126. (New) An apparatus comprising:

a portable medium having a logic circuit and a machine-readable medium;

a template database stored in a machine-readable format on the machine-readable medium, the template database including:

a first user preference template that corresponds to a television and that includes television preferences associated with the television, wherein the television preferences include a first television preference for what television media is to be presented and a second television preference for how the television media is to be presented;

a second user preference template that corresponds to a computer having a web browser and that includes web browsing preferences; and

a user history template that includes usage history associated with television media presented on the television, wherein a higher priority is given to the television preferences in the first user preference template than to the usage history in the user history template; and

an analyzer to analyze usage data and dynamically generate usage history.

127. (New) The apparatus of claim 126, further comprising credit card information stored on the machine-readable medium.

128. (New) The apparatus of claim 126, further comprising media content stored on the machine-readable medium.

129. (New) The apparatus of claim 126, wherein the machine-readable medium comprises a flash memory.